

DUTY STATEMENT

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DUTY STATEMENT

Employee Name: Vacant	Current Date: 12/1/22
Classification: Information Officer I (Specialist)	Position #: 812-010-
Division/Office: Office of the Secretary	CBID:
Section: Communications and External Affairs	
Supervisor Name: Erin Curtis	Supervisor Classification: Deputy Secretary

I certify that this duty statement represents an accurate description of the essential functions of this position.	
Supervisor:	Date:

I have read this duty statement and agree that it represents the duties I am assigned.	
Employee:	Date:

SPECIAL REQUIREMENTS OF POSITION (IF ANY):

- ☐ Designated under Conflict of Interest Code.
- ☐ Duties performed may require pre-employment physical.
- ☐ Duties performed may require drug testing.
- ☐ Duties require participation in the DMV Pull Notice Program.
- ☐ Requires the utilization of a 32-pound self-contained breathing apparatus.
- ☐ Operates heavy motorized vehicles.
- ☐ Requires repetitive movement of heavy objects.
- ☐ Works at elevated heights or near fast moving machinery or traffic.
- ☐ Performs other duties requiring high physical demand. (Explain below):
- ☐ Duties require use of hearing protection and annual hearing examinations.

SUPERVISION EXERCISED

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Lead Person
<input type="checkbox"/> Supervisor	<input type="checkbox"/> Team Leader

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FOR SUPERVISORY POSITIONS ONLY: Indicate the number of positions by classification that this position **DIRECTLY** supervises:

Total number of positions in Section/Branch/Office for which this position is responsible:

FOR LEADPERSONS OR TEAM LEADERS ONLY:

Indicate the number of positions by classification that this position **LEADS**:

MISSION OF SECTION:

The mission of the California Environmental Protection Agency (CalEPA) is to restore, protect and enhance the environment and to ensure public health, environmental quality and economic vitality.

Under the general direction of the Secretary for Environmental Protection, the Communications Section plans, organizes and directs the agency-wide communications program; represents CalEPA with the media; and does other related work.

CONCEPT OF POSITION:

Under the direction and supervision of the Deputy Secretary for Communications and External Affairs, the Information Officer helps develop and implement effective external and internal communications strategies for the California Environmental Protection Agency. The Information Officer has responsibility for significant components of our agency-level communications work, including but not limited to the following:

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<u>% OF TIME</u>	<u>RESPONSIBILITIES OF POSITION</u>
30 %E	Digital Media: Develops and implements social media strategies to support CalEPA's mission and goals, engage and build our audiences, and inform them about our programs. (CalEPA social media platforms include Twitter, Facebook and Instagram.) Develops engaging social media content, including working with graphic designers and video specialists to produce content. Coordinates review and approval of social media content. Prepares appropriate responses for sensitive social media inquiries and comments, and keeps management abreast of critical or sensitive activity. Coordinates with the social media practices of our boards, departments and offices at CalEPA. Builds our audiences on social media platforms and monitors analytics to identify trends and track progress toward our goals.
30%E	Internal Communications: Helps develop and implement internal communications strategies that inform CalEPA staff and support internal collaboration toward its mission and goals. Edits and manages monthly internal newsletter to inform agency, board and department employees of news and developments within the various parts of CalEPA. Coordinates with boards, departments and offices to develop ideas and collect content for internal newsletter. Researches, writes and edits articles and shoots photos for newsletter. Provides internal communications support to the Office of the Secretary. Edits internal reports.
30%E	Agency Communications: Contributes to the development and implementation of external communications plans for the agency as a whole. Helps develop proactive, targeted outreach activities and messaging to explain and promote the agency's programs and initiatives. Researches, writes and edits press releases, talking points, media advisories, scripts, fact sheets, videos, Q&As and other materials for print, web and broadcast use. Coordinates communications activities with the boards, departments and offices within CalEPA and the Office of the Secretary. Manages various communications projects.

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